

Person to Contact for More Information Telephone

Form SE

Master of Business Administration (MBA)

Need:

Student Demand – please see below for each location, maximum capacity for students calculated. Actual enrollments may vary.

Year	2014-15	2015-16	2016-17	2017-18	2018-19
Full Time	448	448	448	448	448
Part Time					
Total	448	448	448	448	448

Please provide a rationale regarding how student enrollment projections were calculated:

Wentzville: 2 sections x 14 students x 4 quarters/year = 112 students (max)

Westport: 6 sections x 14 students x 4 quarters/year = 336 students (max)

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

Historical demand for students wanting LCIE programs in both locations and population growth to the West of St. Louis. Feedback from Business Advisory Board indicating that the skills provided by this program are in demand.

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: Masters of Business Administration (MBA)

Date: October 10, 2013

Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

For unconditional admission, Undergraduate GPA 3.0 or better, personal statement, resume, 3 letters of recommendation, and personal interview.

- Characteristics of a specific population to be served, if applicable.

Adult working students seeking an advanced general business degree.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Minimum requirement - Master's Degree in the field or out-of-field Master's degree and 18 graduate credit hours in the field. Doctorally-qualified preferred.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

Taught by Adjunct Faculty at these locations.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Special student contact by full-time faculty advisor each quarter for enrollment.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.

This program is 15-18 months in duration, in 5 years at least 3 complete cycles of students majoring in the program will have graduated out. New and continuing students at that time will be around 450 at these locations.

- Percent of full time and part time enrollment by the end of five years.

100% full-time

4. Student and Program Outcomes

- Number of graduates per year at three and five years after implementation.

Approx. 300-400/year for overall MBA program.

- Special skills specific to the program

Accounting, Finance, Management, Marketing, Economics, IS, Quantitative Methods, Strategic Management.

- Proportion of students who will achieve licensing, certification, or registration.

Not applicable, this is a general business program.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Assessment used is the ETS Major Field Test – MBA, historical results indicate that 100% of students completing the program achieve scores within one standard deviation of the National Comparative Norm.

- Placement rates in related fields, in other fields, unemployed.

Most of our students are adult working students who already have jobs. Data not captured on placement rates for this program.

- Transfer rates, continuous study.

Due to the short duration of the program, almost all students complete their program of study and do not transfer out.

5. Program Accreditation

Accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and methods of surveys.

Alumni Survey was administered in September 2013 and results are being tabulated; however initial results indicate a high level of satisfaction among students.

- Expected satisfaction rates for employers, including timing and methods of surveys

Business Advisory Council survey being developed.

7. Institutional Characteristics: demonstrating why your institution is particularly well-equipped to support the program.

LCIE programs have been successfully delivered in the Greater St. Louis area since 1975. Students at offsite locations have access to main campus resources, including the Library.